

AMENDMENTS TO THE CLAIMS

1. (Currently amended) ~~In a distributed computer system, a~~ A computer-implemented method of automatically generating intender leads, said method comprising the steps of:
- a) ~~determining at least one source available to be accessed and searched in said distributed computer system~~ appropriate purchase indicators that are leading indicators for desired near future purchases;
  - b) locating, based on step a), one or more sources to search on the Internet;
  - c) ~~searching and accessing~~ obtaining said source to identify purchase indicators ~~representing potential future purchases by prospects, said purchase indicators being contained within files in said source~~ from said one or more sources via an automated spider tailored to access said one or more sources;
  - d) extracting prospect identifiers from said purchase indicators obtained in step c), wherein said prospect identifiers identify said prospects;
  - e) obtaining full contact information of each of said prospects;
  - f) extracting auxiliary data from said purchase indicators via said automated spider;
  - g) obtaining data enhancement information including behavioral data, demographic data, and psychographic data;
  - h) applying a predictive model to said full contact information, said auxiliary data, and said data enhancement information to assess each of said prospects' likelihood of making said desired near future purchases, said predictive model is capable of predicting whether and what a seller is likely to buy in near future; and
  - i) ~~selecting intenders select intender leads from said prospects based on step h), said intenders having a stated or likely intention of making said desired near future purchases; and generating said intender leads from said prospects in accordance with said predictive model without requiring human intervention or interaction.~~

1 2. Cancelled.

1 3. (Currently amended) The method of claim 1, further comprising the step of  
2 transferring said ~~intender lead~~ intenders selected in step i) to an interested party before  
3 said desired near future purchases occur.

1 4. ✓ Cancelled.

1 5. (Currently amended) The method of claim 1, further comprising the step of initiating a  
2 direct marketing contact with ~~an intender represented by said intender lead~~ intenders  
3 selected in step i).

1 6. (Original) The method of claim 1 wherein said prospect identifiers are selected from  
2 the group consisting of telephone numbers, email addresses, and postal addresses.

1 7. (Original) The method of claim 1, further comprising the step of obtaining additional  
2 information associated with said prospects from a profile database, wherein said  
3 additional information is associated with said prospect identifiers in said profile  
4 database.

1 8. ✓ Cancelled.

1 9. ✓ Cancelled.

1 10. (Currently amended) The method of claim 1, ~~further comprising the step of extracting~~  
2 ~~auxiliary data from said purchase indicators,~~ wherein said auxiliary data is are  
3 independent of said prospects, and wherein said auxiliary data are semi-structured,  
4 further comprising the step of:

5           translating said auxiliary data into a standard structured format, said translating  
6           step is highly tailored to said purchase indicators.

1       11.   (Currently amended) The method of claim 1, wherein said ~~files~~one or more sources  
2           are selected from the group consisting of classified advertising, resumes, auction  
3           boards, life change announcements, and postings to newsgroups, discussion forums,  
4           and email lists.

1       12.   (Currently amended) The method of claim 11, wherein said purchase  
2           indicators comprise classified automobile sales advertisements, and said ~~potential~~  
3           desired near future purchases are selected from the group consisting of automobile,  
4           automobile insurance, and roadside assistance package purchases.

1       13.   (Currently amended) The method of claim 11, wherein said purchase  
2           indicators comprise classified home sales advertisements, and said ~~potential~~desired  
3           near future purchases are selected from the group consisting of home, home insurance,  
4           telephone service, and moving service purchases.

1       14.   (Currently amended) The method of claim 11, wherein said purchase  
2           indicators comprise classified boat and RV sales advertisements, and said ~~potential~~  
3           desired near future purchases comprise leisure product purchases.

1       15.   (Currently amended) The method of claim 11, wherein said purchase  
2           indicators comprise resumes, and said ~~potential~~desired near future purchases  
3           comprise financial planning services comprising 401(k) rollover services.

1       16.   (Currently amended) The method of claim 11, wherein said purchase  
2           indicators comprise resumes comprising a current job title, company, and contact  
3           information, and said ~~potential~~desired near future purchases comprise purchases of  
4           business products appropriate for said company and said job title.

1 17. (Currently amended) The method of claim 11, wherein said postings comprise  
2 requests for purchase recommendations, and said ~~potential~~desired near future  
3 purchases comprise purchases of products corresponding to said requests.

1 18. (Currently amended) The method of claim 11, wherein said auction boards  
2 comprise bids for auctioned items, and said ~~potential~~desired near future purchases  
3 comprise purchases of items similar to said auctioned items.

1 19. (Currently amended) The method of claim 11, wherein said purchase  
2 indicators are selected from the group consisting of engagement announcements and  
3 wedding announcements, and said ~~potential~~desired near future purchases are selected  
4 from the group consisting of home, household appliances, home insurance, and life  
5 insurance purchases.

1 20. (Currently amended) The method of claim 11, wherein said purchase  
2 indicators comprise birth announcements, and said ~~potential~~desired near future  
3 purchases comprise infant product purchases.

1 21. (Currently amended) The method of claim 11, wherein said purchase  
2 indicators comprise obituaries, and said ~~potential~~desired near future purchases  
3 comprise financial planning service purchases made by a surviving family member.

1 22. (Currently amended) ~~The method of claim 1 wherein said distributed~~ A digital  
2 computer system programmed to perform the method of claim 1 is the Internet.

1  23. Cancelled.

1 24. Cancelled.

1 25. Cancelled.

1 26. (Currently amended) The method of claim 23-1, further comprising the step of:  
2 obtaining said data enhancement information from said a profile database,  
3 wherein said data enhancement information is associated with said prospect  
4 identifiers, ~~and wherein said predictive model is further applied to said data~~  
5 ~~enhancement information to select said intender lead from said prospects.~~

1 27. Cancelled.

1 28. (Currently amended) The method of claim 27-1, wherein said auxiliary data includes a  
2 classification of a product of said ~~potential~~ desired near future purchases.

1 29. Cancelled.

1 30. Cancelled.

1 31. Cancelled.

1 32. Cancelled.

1 33. (Currently Amended) A ~~program storage device accessible by a server machine in a~~  
2 ~~distributed computer-readable medium system~~, tangibly embodying a program of  
3 instructions executable by ~~said server machine a computer~~ to perform the method  
4 steps of claim 1 for ~~automatically generating intender leads~~, ~~said program of~~  
5 ~~instructions comprising:~~  
6 ~~program code means for searching and accessing at least one source in said distributed~~  
7 ~~computer system;~~

8 ~~program code means for identifying purchase indicators representing potential future~~  
9 ~~purchases by prospects, said purchase indicators being contained within files in said~~  
10 ~~source; and~~

11 ~~program code means for extracting prospect identifiers from said purchase indicators,~~  
12 ~~wherein said prospect identifiers identify said prospects; and~~

13 ~~program code means for predicting and generating said intender leads from said~~  
14 ~~prospects.~~

1 ( Cancel claims 34-46. )